Gap CMO Alegra O’Hare Steps Down Less Than a Year After Appointment



|
22 mins ago
After joining Gap in February, CMO Alegra O’Hare has left the company.

“Alegra is no longer with Gap. We thank her for her time with the brand and wish her the best,” a company spokesperson told Adweek. “As we look ahead, we will be redefining the role of the chief marketing officer.”

Last year was a tumultuous one for the company. In May, Gap shares plummeted 28% after reporting low first-quarter earnings. Through the rest of 2019, Gap’s stocks never really recovered—it ended the year with a 25% lower stock value than what it began with.

But Gap Inc.—the parent company to Gap, Old Navy, Banana Republic, Athleta and several others—was in trouble even before then. After a brief peak, the conglomerate’s stock took

a downward turn at the start of 2018, and the family of brands was suffering a series of missed earnings targets.

In response, Gap Inc. CEO Art Peck announced a plan in Feb. 2019 to spin Old Navy off into a separate company. O'Hare, following a celebrated 10 years at Adidas, was also brought on that month as Gap CMO in an effort to refresh the conglomerate's namesake brand. In November, O'Hare took the stage at Adweek's Brandweek summit and told the audience that the way forward for Gap required "change and innovation" to keep the company from becoming "complacent." She put a stamp in Gap's advertising, which centered on iconic Gap brand staples like the signature logo hoodie and classic jean styles. The approach harkened back to the brand's focus on the timeless appeal of khakis in the 1990s, running ads showing old photos of iconic figures like Miles Davis, Ernest Hemingway and Amelia Earhart sporting the classic trousers.

Later that week, Peck was dismissed. Chairman of the board Robert J. Fisher replaced Peck as interim president and CEO.

The board, it turns out, wasn't a fan of spinning off Old Navy. Last week, Gap said it was scrapping the plan. In the same announcement, the retail conglomerate announced that Gap brand CEO Neil Fiske would be leaving.

During O'Hare's decade-long tenure as vice president of global brand communications for Adidas Originals and Style, she led campaigns and brand innovations like the 2017 Cannes Lions Grand Prix-winning campaign, "Original is Never Finished," which embodied a spirit similar to the one she was attempting to infuse into the Gap brand. That year, O'Hare was honored as one of Adweek's Brand Geniuses.

Gap turned 50 last year. With so many departures and another strategic shift, it's unclear where Gap Inc. or its namesake brand are headed.

https://www.adweek.com/retail/gap-cmo-alegra-ohare-steps-down-

less-than-a-year-after-appointment/

L’Oréal Executive Joins ANA to Lead Gender Equality Push



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7 mins ago
The Association of National Advertisers has appointed Nadine Karp McHugh to lead SeeHer, the initiative it founded four years ago to advocate for a more accurate portrayal of women and girls in advertising.

Karp McHugh will serve as SeeHer’s first president, a role that will involve helping ANA members leverage SeeHer’s insights, tools and learnings to grow their bottom line. Additionally, Bob Liodice, CEO of the ANA, said she will “tap into all ANA business systems and expand our many partnerships” to grow SeeHer.

Before joining the ANA, Karp McHugh served as senior vice president of omnimedia strategy, investments, data-driven

marketing and creative solutions at L’Oréal. Prior to that, she held leadership positions at Colgate-Palmolive and Mindshare.

In her new role, she will report to Liodice and become a part of the ANA’s executive management team.

“As a woman, as a mother and a daughter and senior level marketer, I understand the importance and the power behind SeeHer,” Karp McHugh told Adweek. “I wanted to help drive that forward, to make a real difference. As marketers, we have a responsibility to leverage our spend to finally achieve gender equality.”

When SeeHer was first founded in 2016, its initial goal was to increase the accurate portrayal of girls and women in advertising, media and entertainment by 20%. The ANA claims that SeeHer surpassed that goal in late 2018, and has now set its sights on a new mission: ensuring that 80% of measured media is free of gender bias by 2030.

In 2017, SeeHer established the Gender Equality Measure (GEM), which measures consumer perceptions of how female actors are portrayed in advertising and media. GEM asks consumers to evaluate a number of factors, such as whether a woman is portrayed respectfully and if she’s seen as a positive role model. Since its inception, the tool has been used to evaluate more than 110,000 ads, according to the ANA.

https://www.adweek.com/agencies/loreal-executive-joins-ana-to-lead-gender-equality-push/

Fandom Is Serious Business for the Creative Director Behind the KFC Dating Game



|
4 hours ago
When ad agency Wieden + Kennedy first approached Psyop with the idea for a dating simulator based around the KFC franchise—starring the brand's namesake Colonel as a romance-able character—one of Alexei Bochenek's first thoughts was that if he didn't ultimately win this pitch, then he'd have to "resign in shame."

Bochenek ultimately served as the game director and narrative designer for what would become I Love You, Colonel Sanders! At that point, he had worked his way up to creative director from strategist at the Los Angeles-based production company Psyop over roughly four years. But what got Bochenek the gig with W+K wasn't reams of experience; it was because he is a giant

nerd.

“They were really happy to have people who were fans of the [dating simulator] genre, and had experience in that whole realm of anime and video games,” he said. “And well, that’s me, and that’s my larger team here.”

As Bochenek put it, that kind of fandom—about Japanese animation, video games or pop culture in general—is the sole driving force behind his career trajectory. Even in college at Boston University, his major in English literature and minor in film studies allowed him to get a degree in “being a fan of stuff”: good books and good film.

That degree of stuff led Bochenek to a short-lived stint at a talent agency and a slightly longer tenure writing an email newsletter for Chris Hardwick’s Nerdist brand. Eventually, those gigs would lead Bochenek to Disney in 2013, where he climbed the ranks to become editor in chief of Disney Insider—pumping out social-first content for Disney fans, by a Disney fan.

“I was in the sweet spot of the best era of Disney movies when I was a kid: The Little Mermaid, Lion King, Aladdin, all of that,” he said. “I was big into Disney cartoons, and that’s what ultimately led me into other types of animation, like Japanese animation.”

“Think about the conversation you’re starting with the story you’ve chosen to tell.”
Alexei Bochenek, Creative Director, Psyop

This kind of nerdiness is what led Bochenek as a teenager to spend hours in internet chat rooms talking about bootlegged Japanese TV programs, and also what made him spend “way too much money” on comic books and collectibles. Evidently, that intel turned out to be crucial for his role at Psyop, which he snagged after spending two years repping the Disney brand.

Five years into the Psyop gig, the one thing Bochenek wants to

do next is tell “more unexpected stories that lean into the world of popular culture.”

Big mistake

“Joining an agency as an assistant because I was told it’s the way everything worked in Hollywood,” Bochenek said. For young creatives in particular, he said don’t waste time—or that sense of “creative excitement”—punching into a job that your heart isn’t in.

Lesson learned

Instead of “waiting to go out” and grab a career that encompasses the things you’re excited about, Bochenek said he learned to simply take the plunge and grab those jobs, even if it seems like the riskier option at first glance.

How he got the gig

When asked what ultimately won over KFC and W+K, Bochenek credits his genuine, deep-rooted appreciation and respect for all things pop culture. “They said, ‘Hey, this guy gets it; he’s a legitimate fan,’ and it’s in all of our best interests to empower real fans,” he explained. “If this thing wasn’t authentic—and it felt like it wasn’t authentic—then nobody would want to spend two hours [playing] it.”

Pro-tip

Especially when it comes to tackling topics like animation that have such deep-seated audiences, Bochenek said it’s not only important to “think about the conversation you’re starting with the story you’ve chosen to tell” but to also consider “how that story will grow as more and more voices are added to the discussion.”

https://www.adweek.com/digital/fandom-is-serious-business-for-the-creative-director-behind-kfc-dating-game/

Innocean USA Hires Chief Operating Officer From Siltanen & Partners



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4 hours ago
Innocean USA has hired Tim Murphy as chief operating officer.

In the role, Murphy will be responsible for day-to-day operations and growth strategy, overseeing brand management, strategy, data science, media and experiential across the Hyundai Motor America, Genesis Motor America and Kia Motors America teams. General accounts and business development operations teams will also report to Murphy.

Murphy replaces Timothy Blett in the role, who left Innocean USA last March after three years.

Launched as a dedicated agency for Hyundai and primarily known

for its auto work, in 2019 Innocean added new clients outside of the automotive category including The Habit Burger Grill, TaylorMade Golf, UC Davis Health and Wienerschnitzel.

“With the growth Innocean has experienced this past year, it was important to bring in a person with the qualities and experience Tim brings us,” Innocean USA CEO and president Steve Jun said in a statement. “Tim’s passion has been to grow business along with building strong teams to support all efforts. We are excited to introduce his ideas to the agency and to our clients as we continue our expanded new business process, and expect that he will help position us in an even better place than we are today.”

Murphy joins Innocean from Los Angeles agency Siltanen & Partners, where has spent the past 14 years as president and partner, helping to grow the agency from a small boutique to a full-service offering. Since its launch in 2011, he has also served as president and partner for City of Angels Creative Enterprises, the agency’s in-house content creation laboratory, broadcast production and post-production company.

Prior to joining Siltanen & Partners, Murphy spent eight years at Saatchi & Saatchi as group account director on Toyota.

https://www.adweek.com/agencies/innocean-usa-hires-chief-operating-officer-from-siltanen-partners/

WPP Hires Adrianne Smith as First Global Director of

Inclusion and Diversity



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4 hours ago
WPP has hired Adrianne Smith as global director of inclusion and diversity, a new position at the holding company.

In this role, Smith will support and partner with Judy Jackson, who was named WPP's global head of culture last year.

Smith is the founder of Cannes Can: Diversity Collective, an organization dedicated to bringing young people of color to the Cannes Lions International Festival of Creativity. Last year, Cannes Can: Diversity Collective hosted a week-long activation at the festival called Inkwell Beach, which featured speakers including CBS This Morning's Gayle King, actress Gabrielle Union and model Naomi Campbell.

Prior to founding Cannes Can: Diversity Collective, Smith served as the first executive director of the 4A's Center for Excellence in Advertising at Howard University.

"Adrianne was chosen for this role as she is an entrepreneur and a trailblazer, paving her own way advocating for change around inclusion and diversity for the advertising industry

for many years," Jackson said. "Adrianne believes all things are possible, and will bring to the inclusion and diversity agenda a fresh perspective."

According to WPP, Smith will work alongside Jackson and other stakeholders at the company to advocate for the ongoing inclusion of talent across its network of agencies, which include Grey, VMLY&R, Wunderman Thompson, GroupM and MediaCom.

She will also lead a collective made up of WPP's diversity, equity and inclusion leaders that was formed last year. As part of this role, she will be tasked with fostering an "atmosphere of collaboration" so members can contribute to and co-create the collective's strategy, policies and inclusion programming agenda.

"Adrianne will be the conduit to build alignment across our inclusion and diversity strategy, leverage learnings and the effective practices across brands while establishing accountability for our combined success," Jackson said. "She will work with leadership, client teams, our talent community and external partners in creating an aligned sense of purpose, and will be a trusted partner around our inclusion and diversity agenda globally."

Smith said she became interested in joining WPP last January after presenting to a group of the company's talent leaders at a meeting led by Jackson, which focused on fostering a culture that is "open, optimistic and extraordinary" across the network.

"The goal was to educate and inspire all the WPP companies about our evolving culture and demonstrate all the wonderful opportunities and ideas that make being part of WPP so powerful," she said. "Judy's enthusiasm in the room was truly contagious. Everyone in the room was committed. I left the meeting feeling inspired by the new WPP and the incredible talent and business leaders behind it."

At WPP, she said she will be responsible for helping the company create an environment where employees can be their authentic selves regardless of race, ethnicity, sexual identity, religion, age, education, disability and veteran status.

“My goal is to get WPP to the point of escape velocity as it pertains to equity, inclusion and diversity—meaning the point of no return for bad industry habits.”

https://www.adweek.com/agencies/wpp-hires-adrianne-smith-as-first-global-director-of-inclusion-and-diversity/

The Biggest TV Executive Departures in 2019

|
10 hours ago
Given all the TV industry upheaval this year, it’s not surprising there was considerable turnover among top execs in 2019. More than a dozen left their jobs this year, due to mega-mergers, consolidation, #MeToo and opportunities elsewhere. Here are the year’s biggest exec departures:



Click here to read more.

Donna Speciale, WarnerMedia

The ad sales chief left the company in July, just a week after wrapping this year's upfront negotiations. (Also departing: Dan Riess, evp of Ignite, and Frank Sgrizzi, evp of portfolio sales and client partnerships.) She had been with the company since 2012. Her position still hasn't been filed five months later; for now, WarnerMedia chief revenue officer Gerhard Zeiler, named in March to oversee Speciale and her team as part of the WarnerMedia affiliates and advertising sales group, is leading ad sales as interim president.

Richard Plepler, HBO

He started at HBO in 1992 and helped build the network into a premium-content powerhouse, becoming CEO in 2013. But Plepler left the network in February ahead of a major consolidation of WarnerMedia under parent company AT&T. A week later, Robert Greenblatt was named chairman, WarnerMedia Entertainment and Direct-to-Consumer, overseeing HBO as well as TNT, TBS, truTV and the direct-to-consumer business.

David Levy, Turner

Plepler wasn't the only longtime WarnerMedia exec who departed as new owner AT&T overhauled the company. Turner president Levy, who joined the company in 1986, also exited in February. He transitioned to the NBA, signing on as CEO of the Brooklyn Nets in September. But Levy left the post less than two months later.

Sean Moran, Viacom

He took over as Viacom ad sales chief in 2016, and this fall returned the company's domestic advertising to full-year growth for the first time in six years. However, he was a casualty of this month's CBS-Viacom merger—losing out on the top ad sales job, which went to CBS' Jo Ann Ross—and exited

the company following the deal's close.

Kevin Tsujihara, Warner Bros.

The chairman and CEO stepped down in March, following a report that he had pushed for auditions for an actress after the two had an apparent sexual relationship. In June, WarnerMedia hired Ann Sarnoff as the company's new chairwoman and CEO.

Scott Collins, AMC Networks

Collins, named AMC Networks in 2008, stepped down as ad sales chief in August after being named to the position in 2017. Kim Kelleher was hired to replace him a month later.

Kent Alterman, Comedy Central, Paramount Network and TV Land

Alterman spent two decades at Viacom, and ran Comedy Central since 2016 before the TV Land and Paramount Network oversight last year. But he departed in November as a result of a pre-merger shakeup before CBS and Viacom reunited in December. The three networks are now overseen by Chris McCarthy, who also runs MTV, VH1, CMT, Logo and Smithsonian Channel.

Sarah Levy, Viacom Media Networks

The COO, also a two-decade Viacom vet, left in November as part of that same restructuring ahead of the merger.

Wade Davis, Viacom

Viacom's CFO exited the company following the CBS-Viacom merger, as CBS' CFO Christina Spade was tapped to continue her role for the new company.

Christina Miller, Adult Swim, Cartoon Network, Boomerang, TCM

Last month, the network president said she would be leaving WarnerMedia at year's end, following a 15-year run at the

company. Michael Ouweleen, evp and CMO for Cartoon Network, Adult Swim and Boomerang, is serving as the interim president.

Jim Lanzone, CBS Interactive

The CEO, who led CBS Interactive since 2011, departed at year's end to become executive-in-residence at Benchmark Capital. President and COO Marc DeBevoise was promoted to CEO as his replacement.

Bryan Wiener, Comscore

The measurement company CEO abruptly resigned in March over what he called "irreconcilable differences," after just 10 months at the company. President Sarah Hofstetter exited at the same time. The company found his replacement in November, tapping former Rentrak CEO Bill Livek as its new CEO and executive vice chairman.

Adam Stotsky, E!

The E! Entertainment president, an 18-year NBCUniversal veteran, stepped down in September with Frances Berwick, president of NBCUniversal Cable Entertainment's lifestyle networks, assuming his duties.

Chris Linn, truTV

Linn left the president position of WarnerMedia in May after the company expanded chief content officer Kevin Reilly's purview to include truTV as well.

George Cheeks, NBC

After a year working alongside Paul Telegdy as co-chairman of NBC Entertainment, Cheeks exited the network in October—but remained with the company—as part of a broader NBCUniversal leadership shuffle. He shifted to a new role as vice chairman of NBCUniversal Content Studios, reporting to Bonnie Hammer, who was simultaneously named chairwoman of NBCUniversal Content Studios.

https://www.adweek.com/tv-video/the-biggest-tv-executive-departures-in-2019/

Boeing CEO Resigns After Halting 737 Max 8 Production



|
26 mins ago
With no end in sight to Boeing's troubles with the 737 Max 8, CEO Dennis Muilenburg has resigned, the airplane manufacturer announced Monday morning. Taking his place is Boeing's chairman, David Calhoun.

The news comes after Boeing made the call last week to halt production of the 737 Max 8, a plane that's crashed twice since 2018, leading to the longest grounding in the history of the Federal Aviation Administration. In total, 346 passengers and crew members died in the two crashes.

Previously, Boeing had announced that the airplane, which has been grounded since March 2019, would be back in service by January. But, fearing a rush job, regulators told the manufacturer that the timeline was “unrealistic.” Over the weekend, United Airlines announced that it had pulled the Max 8 from its schedules until June.

“The Board of Directors decided that a change in leadership was necessary to restore confidence in the company moving forward as it works to repair relationships with regulators, customers and all other stakeholders,” Boeing said in a statement. “Under the company’s new leadership, Boeing will operate with a renewed commitment to full transparency, including effective and proactive communication with the FAA, other global regulators and its customers.”

In October, Muilenberg represented Boeing before Congress, telling legislators, “My company and I are accountable, that accountability starts with me and my position.”

Muilenburg, who has spent his entire professional career at Boeing, had served as the manufacturer’s CEO and chairman of the board, but was stripped of his chairman title in October.

At the time, Calhoun said, “The board has full confidence in Dennis as CEO and believes this division of labor will enable maximum focus on running the business with the board playing an active oversight role.”

In a statement announcing his ascent to CEO, Calhoun said, “I strongly believe in the future of Boeing and the 737 Max. I am honored to lead this great company and the 150,000 dedicated employees who are working hard to create the future of aviation.”

https://www.adweek.com/brand-marketing/boeing-ceo-resigns-after-halting-737-max-8-production/

Amobee Chief Kim Perell Exits, Successor Already Named



|
3 hours ago
Singtel-owned Amobee‘s Kim Perell has stepped down as chief executive of the independent ad-tech outfit, naming Samba Natarajan as her successor.

Perell has headed up Amobee since 2016 after joining the company through its 2014 purchase of Adconion, where she was also CEO. During her time at its helm, Perell oversaw the acquisitions of Turn and Videology.

According to the press release announcing the change in leadership, she is moving on to “pursue her passion of supporting startup entrepreneurs,” with Singtel Group Digital Life CEO Natarajan to concurrently hold the role of Amobee CEO effective immediately.

Amobee chairman Evangelos Simoudis described the switch in leadership as coming at “a crucial phase in our development,” adding that Natarajan has been “intimately involved” with Amobee during the past five years.

He also thanked Perell for her time at Amobee’s helm. “Under her leadership, Amobee has successfully integrated the acquisitions of Turn and Videology, positioning it to deliver superior converged advertising solutions,” he added.

Amobee’s $100 million purchase of Videology in 2018 saw it enter the connected TV space and followed its $310 million acquisition of demand-side platform Turn in 2017, as the Singapore-headquartered operation stepped up its global ambitions.

Speaking with Adweek last year, Perell shared advice on how to build a multimillion-dollar company—she sold Adconion to Amobee for $235 million when she was just 30 years old.

“The misconception about success is that it’s just about IQ or hard work, but it’s not,” she said. “We all know really smart people and really hardworking people who ultimately are not successful. Success is all about execution.”

https://www.adweek.com/programmatic/amobee-chief-kim-perell-exits-successor-already-named/

Bed Bath & Beyond’s New CEO Mark Tritton Overhauls C-

Suite

|
11 hours ago
Bed Bath & Beyond’s CEO Mark Tritton, who took the reins in early November, is shaking up his C-suite.

Five C-level executives are leaving the home goods retailer: the chief merchandising officer, the chief marketing officer, the chief digital officer, the chief legal officer and general counsel and the chief administrative officer, the company announced yesterday. The company’s chief brand officer resigned last week.

“This is the first in a number of important steps we’re taking. Balancing our existing expertise with fresh perspectives from new, innovative leaders of change, will help us to better anticipate and support our customers in their life journeys and shopping needs,” Tritton said in a statement.

The roles of chief marketing officer and chief brand officer are being combined into chief marketing and brand officer. Interim heads were appointed to fill the positions while Bed Bath & Beyond begins its search to fill the roles, the company said.

The retailer’s shares traded up close to 5% as of mid-day today to $17.71. Yesterday, the company’s shares traded up more than 11% to close at $16.88 from Monday’s close at $15.17.

Tritton’s immediate focus is on accelerating the company’s turnaround, including improving Bed Bath & Beyond’s omnichannel experience, enhancing its merchandise assortment

and reviewing its cost structure and asset base. The turnaround at Bed Bath & Beyond can’t come soon enough. When its second quarter ended Aug. 31, the retailer saw comparable sales decline approximately 6.7%, while net sales fell about 7.3% to roughly $2.7 billion from just more than $2.9 billion for the same period a year prior.

Meanwhile, gross profit fell to nearly $730 million from close to $990 million for the same period a year prior, while it had an operating loss of about $180 million compared to an operating profit of nearly $80 million for the same period a year prior. Third quarter results will be announced on Jan. 8.

Many of the changes at Bed Bath & Beyond were spurred by a trio of activist investors, including Legion Partners, Macellum Capital Management and Ancora Advisors. The retailer reached a truce with the hedge funds earlier this year. It led the company to overhaul its board of directors in April and remove its CEO Steven Temares in May.

Tritton, who was previously evp and chief merchandising officer at Target, replaced interim CEO Mary Winston effective Nov. 4. At Target, Tritton played a key role in transforming that retailer’s omnichannel shopping experience, specifically overhauling the retailer’s private brand business. Under his helm, Target unveiled its own electronics brand Heyday, teen women’s clothing and accessories line Wild Fable and men’s clothing brand Original Use. He also has experience in merchandising, design, manufacturing, marketing and distribution and has held roles at Nordstrom, Timberland and Nike.

https://www.adweek.com/brand-marketing/bed-bath-beyonds-new-ceo-mark-tritton-overhauls-c-suite/

Longtime Chief Communications Officer at The Martin Agency Dies at Age 59

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8 hours ago

Dean Jarrett, who served as The Martin Agency's chief communications officer for 30 years before retiring last year, died on Dec. 13 at the age of 59 after battling cancer.

According to his obituary, Jarrett helped the Richmond-based agency "rise from regional to national prominence, serving as a trusted member of senior leadership and representing the company in Richmond and around the world."

Jarrett confirmed his retirement from The Martin Agency to the Richmond Times-Dispatch last year. In 2017, he spoke with Adweek about how the agency tweaked its iconic "Virginia Is for Lovers" tourism slogan in light of white nationalist protests in Charlottesville, Va. that turned violent.

"The inimitable Dean Jarrett was The Martin Agency's chief communications officer for 30 years. More than that, he was the best kind of friend—and we're truly heartbroken," president Chris Mumford said via email.

"If he was here right now, he would look at me as he did so often with that bigger than life smile and ask: 'Is this not the BEST day EVER?!' To Dean, they all were," Mumford continued.

A celebration of life will be held for Jarrett at 1 p.m. on Dec. 19 at Hope Church in Richmond, Va.. In lieu of flowers, his obituary asks loved ones to consider a donation to VCU

Massey Cancer Center’s neuro-oncology team.

https://www.adweek.com/agencies/dean-jarrett-the-martin-agency-dies/